

6/15
GUK, JTS, AEE
June 15, 1995

To: ROM's / ~~RBM~~'s / CAM's / SAM's *Archery only*

Subject: Use of Retail Partners Presentation -
Another example of a customizable retail presentation

Dear Managers,

This letter is to help clarify intended use of the "Retail.ppt" Partners Presentation file which was issued at our National Sales Meeting in April. This Powerpoint presentation file was included on the Blue diskette, for your use in presenting our Partners programs to retail customers.

The "Retail.ppt" file contains suggested materials for any given retailer call. You will want to present only certain parts of this presentation to specific customers, according to your & their needs as related to "Partners". The presentations are intended to be customized for each account, and this editing can be done through standard Powerpoint functionality. You can delete slides (pages), delete or edit any text, type in any customer-specific information, etc. You may also wish to copy and paste parts of the example file (attached) into your presentation. An example of an edited / customized presentation is attached for your use / reference. This document (with attachments) is being sent to all ROU's. Please distribute this letter (along with the Powerpoint file), to CAM's / SAM's as you feel is necessary. If you have any questions on editing this Powerpoint file for a specific presentation, please call for assistance

Contacts :

Marc Kruth	#0688
Diane Faust	#7596
Jack Borgen	#0737
Ron Grout	#2196
Susan Boyd	#7023

Another example 'Retail.ppt' file is attached, which includes some summary closing pages stating why RJR's program is different & better for our retail customers --
Attachment : ("Retail4.ppt")

Sent to ROU's (June 15, 1995) - To be forwarded as needed.

*See me if you want updated copy
or have questions.*

Lox

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